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## Russian Federation

### Exporter Guide

## Agricultural and Agribusiness Consultants in Russia 2007

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**Report Highlights:**

This report provides a partial list of consultants available for conduct of market research and other investigations into Russian agriculture, agribusiness, food retailing, the food economy, and rural affairs. This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

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## Introduction

This report provides a partial list of consultants available for conduct of market research and other investigations into Russian agriculture, agribusiness, food retailing, the food economy, and rural affairs.

Readers of GAIN reports sometimes address to this office inquiries or requests for information that exceed the ability of USDA's offices in Russia to fulfill. These inquiries range from requests for detailed research into a specific Russian province's agriculture sector to requests for in-depth analysis of a specific product. While we strive to be as helpful as possible, we are unable to accommodate most requests for custom analysis and research. For that reason, we present here a list of potential commercial sources of analytical and research services.

This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

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**ACNielsen**

4-aya Magistralnaya ulitsa, d. 11  
123007 Moscow  
tel. (+7-495) 221-6481, fax 221-6482  
[www.acnielsen.ru](http://www.acnielsen.ru)  
Mr. Alexander Pismenny, General Director, [Alexander.Pismenny@nielsen.com](mailto:Alexander.Pismenny@nielsen.com)

ACNielsen in Russia specializes in studies of sales and prospects for sale of packaged goods, and performs consumer surveys. One of its strengths is analysis of consumer trends and identification of opportunities for sale of products. Prominent clients include Proctor & Gamble, Coca Cola, Pepsico, Unilever, Nestle, Tetra Pak, Kraft, Mars, Metro, Danone, BAT, and Heineken.

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**Business Analytica**

prospekt Andropova, 22  
115533 Moscow  
tel. (+7 -495) 223-3393, fax 223-3394  
<http://www.businessanalytica.ru/en/index.php>  
[clientservice@businessanalytica.ru](mailto:clientservice@businessanalytica.ru)

Business Analytica specializes in provision of reliable information on the Russian consumer market. The firm gathers and processes information obtained through retail audits, as well as analyzes consumer preferences and trends (identified by means of quantitative and qualitative surveys) fully adapted to specific Russian conditions. Business Analytica provides its clientele with a wide range of market research and analytical services. Recent reports have covered alcoholic beverages, ice cream, and soft drinks. Its clientele tends toward producers and distributors of finished goods.

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**Euromonitor International**

Jogailos Street 4  
Vilnius LT - 01116, Lithuania  
tel. (+370-5) 243-1576, fax (+370 5) 243 1599  
[www.euromonitor.com](http://www.euromonitor.com)  
Mr. Antanas Ivancius, Business Development Manager, [antanas.ivancius@euromonitor.lt](mailto:antanas.ivancius@euromonitor.lt),  
[info@euromonitor.lt](mailto:info@euromonitor.lt)

Euromonitor International is a provider of business intelligence, perhaps best known for its excellent online databases on consumer purchases and analysis of trends in retail markets. Products include market reports, business reference books and online information databases that integrate international market statistics with strategic, insightful comments and reports. Euromonitor also offers custom analysis and reports, including qualitative- and quantitative-based trade surveys and analysis (phone, face-to-face and data collection interviews). Its over 2,000 clients include consumer-facing manufacturers and retailers, raw material suppliers, ingredient manufacturers, distributors and packagers, investment banks and strategic consultancy firms. Though Euromonitor covers the Russian market out of Vilnius, Lithuania, the firm has an in-country presence that allows it to keep up with current developments in Russia.

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**Institute of Agrarian Marketing (IAM)**

ulitsa Shchipok, 20, k. 308

113054 Moscow

tel. (+7-495) 955-6796, fax 955-6698

www.apkmarket.ru

Ms. Yelena Borisovna Tyurina, General Director, info@apkmarket.ru

IAM conducts in-depth local market studies for commodities and branded products, publishes regular reports on food markets, including monthly price surveys, and researches consumer demand, including consumer surveys. IAM is perhaps best known for its monitoring of the Russian meat market, but also has expertise in the sugar and grain markets, and tracks activities of major private firms in these sectors. IAM offers such specialized consulting services as preparation of the marketing sections of business plans and business matchmaking. Its clientele includes an array of Russian private companies, as well as Boston Consulting Group Ltd. and Russian provincial governments.

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**Institute for Agricultural Market Studies (IKAR)**

Ryazanskiy prospekt 24, office 604

Moscow

www.ikar.ru

tel/fax (+7-495) 232-9007

Dr. Dmitry Nikolayevich Rylko, General Director, dmitri\_rylko@hotmail.com; d.rylko@ikar.ru

Dr. Rylko and his analytical group mainly perform general agricultural-food market research with emphasis on vertical commodity markets, but they are very good at policy analysis as well. IKAR also publishes regular reports, particularly on prices. IKAR's clientele includes more than 200 permanent and one-time customers over last year and a half, including Bunge, Cargill, Cherkizovskiy, Danone, Gasprombank, Glencore, E.D.F Man, Louis Dreyfus Corporation, KPMG, Mars, McDonalds, Mitsubishi, Raiffeisen Bank, Russian Railroads, Sberbank, Sucden, Tyson Foods, U.S. Dairy Export Council, and Unilever.

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**Institute of Economy in Transition (IET)**

Analytical Center, Agri-Food Economics

Gazetnyy pereulok, 3-5

125993 Moscow

www.iet.ru/afe

tel./fax (+7-495) 629-6596

Dr. Yevgeniya Viktorovna Serova, President, serova@iet.ru

IET's agricultural and food economics group is best known for its policy analysis and drafting of federal laws and regulations for the governments of Russia and Kazakhstan as well as Russian provincial governments. It also does some commodity analysis by special order. Clients include ministries of the Russian Federation government, governments of certain Russian provinces, the USA Poultry and Egg Export Council, FAO, the World Bank, U.S. Agency for International Development, Bonn University, Russian Juice Producers Union, Soros Foundation, and Corvinus University (Budapest).

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**Institute of Land Relations and Land Use**

Sovkhoznaya ulitsa, 10  
109382 Moscow  
tel (+7-495) 359-0218, fax. 359-0301  
[http://www.land-use.ru/index\\_eng.htm](http://www.land-use.ru/index_eng.htm)  
Dr. Vladimir Belenkiy, General Director, [info@land-use.ru](mailto:info@land-use.ru)

This institute was created as a self-supporting (i.e., no appropriated funds) institute to promote land reform but it has branched out into more general consulting on how to restructure production agriculture to make it profitable. On order, the institute can focus on a particular province of Russia, analyze resource bases such as land endowments and availability of labor and other inputs, as well as conduct market research on demand for raw materials of agricultural origin, and business modeling and business planning in the Russian economic environment. Its clients have included Southern Methodist University, Carleton University in Canada, and the International Institute for Applied Systems Analysis in Austria.

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**RosAgroFond**

Bol'shoy Kharitonyevskiy pereulok, 21-1  
105064 Moscow  
tel. (+7-495) 207-3695, 207-7676, fax 625-1992  
<http://raf.org.ru/?showdir&3&204&/gfx/kresla/pos-rus>  
Ms. Renata Gennadiyevna Yanbykh, Director, [rianbykh@raf.org.ru](mailto:rianbykh@raf.org.ru), [yanbykh@mail.ru](mailto:yanbykh@mail.ru)

RosAgroFond enjoys deep expertise in agriculturally and rural-related economic, sociological and legal fields as a result of 10 years of experience implementing rural and regional development projects in CIS countries. This work has resulted in introducing new laws and changes to existing legislation at the federal and regional levels, with particular emphasis on drafting basic legislation for land privatization and farm reorganization in the Russian Federation. RosAgroFond's core activities include methodological support to and development of sustainable rural livelihoods mechanisms, feasibility studies of reorganization of farm enterprises and rural service sectors, revitalization of insolvent farms, refining land relations and protection of land owners' rights, development of a micro-finance support systems to encourage rural economic activities, integration and promoting cooperation of rural producers, raising rural residents' awareness of economic and legal issues, and support for development of regional consultancy services for agribusinesses. Rosagrofond enjoys excellent access to data and is good for in-depth studies of production agriculture and rural entrepreneurship, particularly at the regional level.

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**SovEcon**

POB 30

129346 Moscow

tel. (+7-495) 129-8027, fax 129-8072

[www.sovecon.ru](http://www.sovecon.ru)Dr. Andrey Yevgen'yevich Sizov, General Director, [sizov@sovecon.ru](mailto:sizov@sovecon.ru)

SovEcon is the oldest private market research firm in Moscow, dating back to 1990, and thus has a well established track record of quality analysis and research. It is well respected for analysis of grains and oilseeds. SovEcon regularly provides deep insights into what is moving markets at any given time. SovEcon also performs specialized analysis of local (regional) markets for grains and oilseeds, and analyzes business plans of clients. Clients have included the World Bank, U.S. Grains Council, and Fazer Group in Russia, as well as a wide array of domestic Russian businesses in the grains and oilseeds sector.